



**RETAILING
Certificate Program**

Career Curriculum RTL 075
Certificate Program
Minimum Hrs. 34
Major Code: 1.2 521803J

FALL SEMESTER

Dept. No.	Hrs.	Gr.
BUS 138 Employment Strategy	1	___
ENG 101 English Composition I ¹	3	___
MAT 113 Introduction to Contemporary Mathematics OR BUS 111 Business Mathematics	3	___
MKT 113 Principles of Marketing	3	___
MKT 130 Sales I	3	___
Business Elective ²	3	___
	16	___

SPRING SEMESTER

Dept. No.	Hrs.	Gr.
ACC 100 Business Accounting	3	___
MGT 112 Principles of Management	3	___
MGT 228 Small Business Management	3	___
MKT 224 Advertising	3	___
PSY 132 General Psychology	3	___
SPE 115 Speech	3	___
	18	___

¹ Requires a grade of "C" or higher.

² Recommended Business Electives

- ACC 200 Financial Accounting I
- BUS 255 Customer Service
- CIS 104 Spreadsheet Design
- CIS 240 Web Page Design
- FIN 230 Financial Entrepreneurship II

*John A. Logan College reserves the right to modify this curriculum guide as needed.
Please verify with your academic advisor the accuracy and time lines of this document.*

Effective Date: Spring 2012

Career Opportunities: This one-year curriculum is designed for students desiring a career in retailing. The sales and sales-related retail career area includes positions such as sales associate, store stock associate, customer service, and stock receiver. These frontline positions are retail's core business; serving the customer and generating sales.